



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: Thomas Churchill et al. Docket: 372545-01101 (337643)
Serial No. 09/422,114 Examiner: Graham, Clement
Filed: October 20, 1999 Art Unit: 3628
For: AUCTION REDEMPTION SYSTEM AND METHOD

Mail Stop No Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO PROTEST UNDER 37 C.F.R. §1.291(a)

Sir,

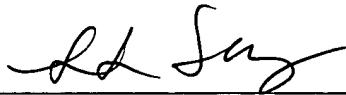
In response to the Office Correspondence regarding the Protest under 37 CFR §1.291 (a), dated November 17, 2003, Applicants respectfully submits that none of the references presented with this Protest anticipates or renders the claims obvious. The claimed invention is not about merely awarding incentive points and is not merely about computerizing award of incentive points. Moreover, the claimed invention is not merely about an auction. It is a combination of these elements and more, none of which are disclosed or suggested by the Protester. Accordingly, it is respectfully submitted that the references submitted by the Protester are neither relevant nor material to patentability of the claimed invention.

Thus, as it is believed that the claims are allowable, and it is further believed that the application is now in condition for allowance, a Notice of Allowance of these claims is hereby respectfully requested.

Should any matter remain unresolved or if any question remains unanswered the Examiner is kindly invited to contact the undersigned Applicants' attorney.

Date: December 13, 2003

Respectfully submitted

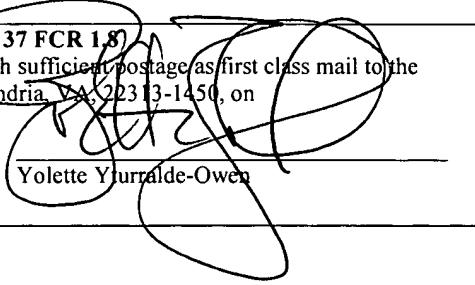

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CERTIFICATE of MAILING UNDER 37 FCR 1.8

I hereby certify that this correspondence and attachments are being mailed with sufficient postage as first class mail to the
Commissioner for Patents, Mail Stop Fee Amendment, P.O. Box 1450, Alexandria, VA 22313-1450, on

Date: December 16, 2003


Yvette Yurralde-Owen

81176.1.17



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**AMENDMENT AND REQUEST FOR
RECONSIDERATION UNDER 37 C.F.R. §1.111**

Sir,

In response to the Office Action dated August 27, 2003, the period for response to which being extended, by the petition herein, through December 27, 2003, please amend the application and consider the remarks as hereafter provided.